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JULY 1963

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CONSUMER PURCHASES OF

ENT SERIAL RECORDS

CITRUS

- Fruit
- Juices
- Drinks

AND OTHER PRODUCTS

CPFJ-144

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned and refrigerated citrus salads and sections, canned single-strength fruit drinks and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

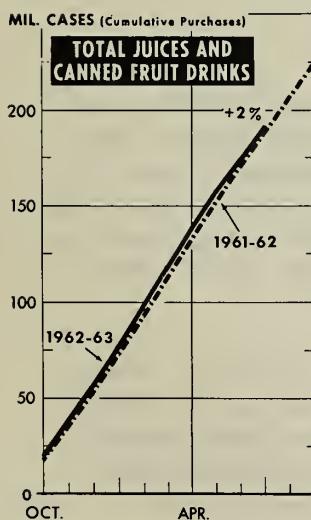
September 1963

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JULY 1963

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS



Consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices and canned single-strength fruit drinks totaled 17.3 million cases (single-strength equivalent) in July, 1963, a decrease of 5 percent or 890,000 cases from the same month of 1962.

Purchases of noncitrus juices and canned fruit drinks were up sharply from a year earlier, but these gains were more than offset by a reduction in use of citrus juices which were in short supply as a result of freezes in winter months. Crop and tree damages were particularly severe in Florida where most of the citrus products are produced.

Prices paid for fruit juices and drinks averaged 5.2 cents per 6-ounce serving, up 21 percent from a year earlier. Citrus juices were sharply higher and rather strong advances were reported for pineapple-grapefruit drink, miscellaneous frozen concentrates, and miscellaneous canned juices. Prune and tomato juices were moderately less expensive, while prices of other products held about the same. Consumers spent \$64.2 million for fruit juices and drinks in July, 13 percent more than a year earlier.

Purchases of frozen orange concentrate were off 45 percent from the preceding July; chilled orange juice, off 22 percent; canned orange juice, off 21 percent, and canned grapefruit juice, off 5 percent. Hence, these citrus products accounted for only 31 percent of all fruit juices and drinks bought for home use during the month compared with 48 percent a year earlier.

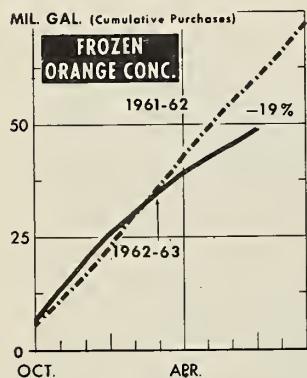
On the other hand, purchases increased for tomato juice by 18 percent; for pineapple-grapefruit drink, by 20 percent; and for orange drink, by 45 percent. Heavy gains also were recorded for miscellaneous frozen concentrated juices, miscellaneous canned juices, and miscellaneous fruit drinks. However, purchases of prune juice were off 3 percent.

Cumulative purchases of fruit juices and drinks through July of the reporting year beginning October 1962, were 2 percent or 4 million cases above the corresponding 10 months of 1961-62. Cumulative expenditures were up 7 percent.

July purchases of canned grapefruit sections were off 12 percent from a year earlier and movement of chilled citrus salads and sections was off substantially from October when first reported. Retail sales of fresh oranges and fresh grapefruit were off 14 percent and 54 percent, from July 1960, the last comparable month for which data are available.

FROZEN CONCENTRATED AND CHILLED JUICES

Rise in Family Expenditure Halted for FOC



Household consumers bought about the same quantity of frozen concentrated orange juice in July as in the preceding month. 1/ Nevertheless, retail movement was off 45 percent -- 2.5 million gallons -- from a year earlier and 7 percent from July 1958 to the lowest level reported in 12 years. 2/ (See tables 1, 1A, and 21 and figures 11-14.)

Supplies of the concentrate, as well as of other orange and grapefruit products, were sharply below year earlier levels as a result of a freeze in December that severely damaged trees and crops in Florida, the principle producing state.

1/ Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.

2/ Citrus crops also were damaged by freezes in the winter of 1957-58, but fruit and tree losses were not as severe as in 1962. See table 1A for comparisons with 1957-58.

Frozen orange concentrate accounted for only 21 percent of the total quantity of fruit juices and drinks used in the home in July, compared with 36 percent a year earlier. On the other hand, the proportion of total purchases represented by canned fruit drinks was up 10 percentage points, and the share for canned single-strength juices rose 5 points.

The decline in consumption of frozen orange concentrate from the preceding July reflected fewer buyers, along with a smaller average size of purchase. Only 19.3 percent of families bought, compared with 27 percent a year earlier. And the average size of purchase dropped to 6 from 8 cans per buying family. Both components of total purchases were smaller than reported for most months since the early 1950's.

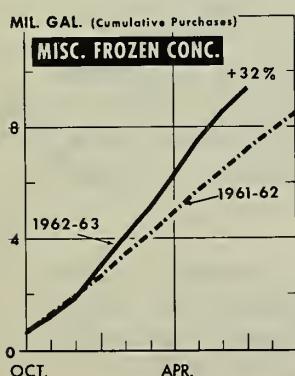
Retail prices were up slightly from June to 28.1 cents per 6-ounce can -- a new high for this series, begun in 1949. This represented an advance of 71 percent over the preceding July when supplies were ample and prices were well below 1957-58 averages.

The average buyer spent \$1.71 for frozen orange concentrate in July, an increase of 32 percent over a year earlier. (See tables 18-20.) Nevertheless, family expenditures were off slightly from June. This halted the upswing that had prevailed for more than a year.

In total, consumers spent \$18.3 million for the product in July, a decline of 6 percent from a year earlier.

Cumulative purchases of frozen orange concentrate through July of the current reporting year beginning October 1962 totaled 48.8 million gallons, 19 percent (11.6 million gallons) less than in the corresponding 10 months of 1961-62. (See figure in margin.) However, cumulative expenditures were down only 6 percent (\$13.8 million).

Upturn Slows in Use of Miscellaneous Frozen Concentrates



Household use of miscellaneous frozen concentrated juices such as grape, grapefruit, pineapple, and blends (some containing citrus) was up 17 percent in comparison with July 1962. (See table 21.) Nevertheless, movement was down contraseasonally from June and was the slowest reported since December.

Prices paid for this group of products held at the June average of 20.3 cents per 6-ounce can. This price was as much as 15 percent above levels of the 3 preceding

years. Even so, a 6-ounce serving cost only 5.1 cents compared with 7 cents for frozen orange concentrate. (See tables 18 and 19.) With both prices and purchases up, consumer expenditures rose 34 percent (\$1 million) over the preceding July.

Cumulative household consumption, October-July, increased 32 percent -- 2.3 million gallons -- over corresponding months of 1961-62. Cumulative expenditures were up 35 percent.

Total Frozen Concentrates Share Only 27 Percent of Market

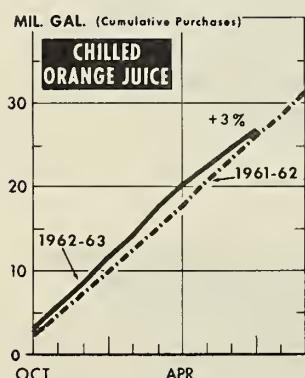
The gain in use of miscellaneous frozen concentrates (131,000 gallons) was small compared with the decline in use of frozen orange concentrate (2.5 million gallons), and total household use of concentrated juices in July was off 37 percent from the same month of 1962. As a result, this type of juice accounted for only 27 percent of all juices and drinks used in the home this July compared with 41 percent a year earlier.

Retail prices of frozen concentrates averaged 6.6 cents per 6-ounce serving or 57 percent more than a year earlier. In contrast, prices of canned single-strength juices and canned fruit drinks averaged only slightly higher.

About 35 percent of the total consumer budget for fruit juices and drinks was utilized for the purchase of frozen concentrates in July, down from 39 percent a year earlier.

Chilled Orange Juice Sales Drop to 3-Year Low

A smaller size of purchase together with fewer buyers resulted in the slowest retail movement of chilled orange juice in about 3 years.



Purchases dropped to only 2.9 quarts per buying family, a new low for this 7-year series. Furthermore, only 5.1 percent of families bought compared with 6.2 percent a year earlier. As a result, the volume of purchases was down 22 percent or 580,000 gallons. (See figures 2 and 11-14.)

Retail prices of chilled orange juice advanced 1.1 cents over June and 12.3 cents over a year earlier to reach a new high of 47.7 cents per quart. This was equivalent to 8.9 cents per 6-ounce serving, the highest reported for any juice or drink.

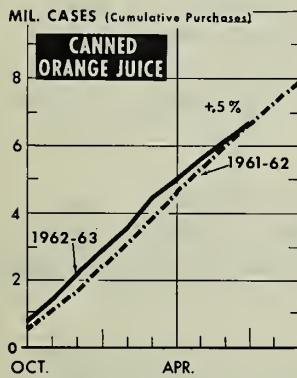
The average buyer spent \$1.40 for chilled orange juice, 25 percent more than a year earlier. However, as relatively few bought, total consumer expenditures for the month were up only 5 percent. (See tables 18-20.)

July was the third month in succession that purchases were below year-earlier levels. Nonetheless, cumulative movement for the reporting year beginning with October remained 3 percent -- 780,000 gallons -- above the corresponding period of 1961-62. (See figure in margin.) Cumulative expenditures were up about 12 percent.

CANNED SINGLE-STRENGTH JUICES

Sales of Canned Orange Juice Drop to New Low

Never before in the 14 years of available data have so few bought so little canned single-strength orange juice. (See figures 3 and 11-14.)



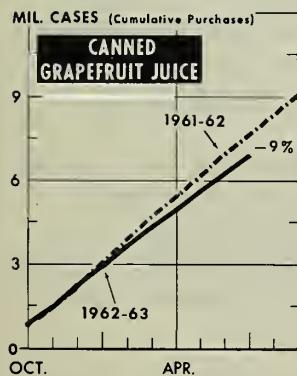
Retail sales were off 21 percent from the preceding July and 39 percent from the 1957-61 average for the month. The size of purchase averaged only 1.7 cans among the 4.7 percent of families buying. Both factors of total sales were well below year-earlier levels.

Retail prices were up slightly from June to a new high of 47.7 cents per 46-ounce can. This represented an advance of 31 percent over the below-average price of a year earlier. Since the rise in price was greater than the decline in sales, consumer expenditures continued to hold above year-earlier levels.

Movement was heavy in the first part of the reporting year and October-July cumulative purchases (6.7 million cases) remained the same as in the corresponding 10 months of 1961-62. (See figure in margin.)

The Average Buyer Increases Expenditure for Grapefruit Juice

Household use of canned single-strength grapefruit juice was down about 5 percent compared with the preceding July. Nevertheless, the purchase level has remained about the same since March, whereas, normally movement drops to the seasonal low point in July. (See figures 4 and 11-14.)



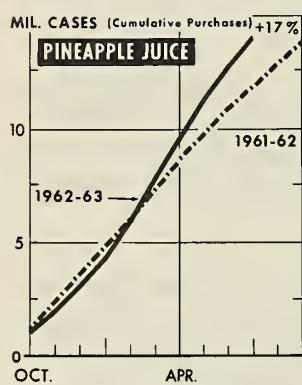
The number of buyers of grapefruit juice (5.1 percent of the Nation's families) was greater than a year earlier. That gain, however, was more than offset by a decrease in the average size of purchase to 2.2 cans.

Retail prices, 37.1 cents per 46-ounce can, were 36 percent higher than the below average price of a year earlier. As for orange juices, the advance in price reflected low production and short supplies as a result of freezes.

The average buyer spent 80 cents for grapefruit juice in July, compared with 60 to 78 cents per month in the preceding year. Since the number of buyers also increased, the total consumer outlay for the juice was nearly 30 percent greater than a year earlier.

Expenditures also have been relatively high in other recent months. As a result, October-July cumulative expenditures are moderately above 1961-62 levels even though cumulative purchases are off 9 percent (725,000 cases).

Pineapple Juice Sales Continue High



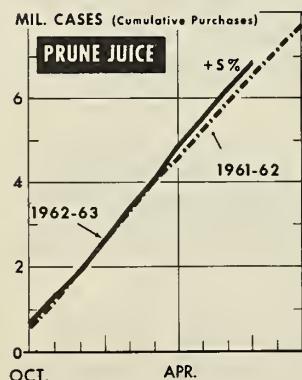
July purchases of canned pineapple juice were up 23 percent -- 232,000 cases -- from both a year earlier and the 1957-61 average for the month. Even so, the seasonal decline in consumption from early months of 1963 was greater than usual. (See figures 5 and 11-14.)

About 10 percent of the Nation's housewives served the juice in July compared with only 8 percent 12 months earlier. Part of this gain, however, was offset by a decrease in the average size of purchase.

Prices paid -- 29.1 cents per 46-ounce can -- were about the same as in the preceding July. As a result of greater purchases, however, the total consumer expenditure was up substantially.

October-July cumulative purchases of pineapple juice were about 17 percent (2 million cases) greater than in the same 10 months of 1961-62. Cumulative expenditures for the period were up about 20 percent.

Retail Sales of Prune Juice Slow

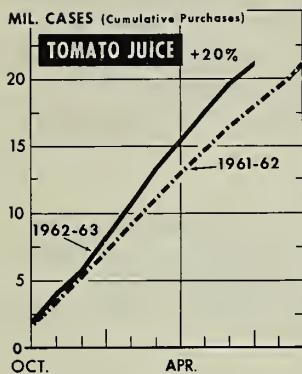


Retail movement of prune juice was off slightly from July 1962 and was the slowest reported for nearly a year. Movement has declined sharply in recent months, dropping from 124 percent of the 1957-61 average in April to 104 percent of average in July. (See figures 6 and 11-14.)

Retail prices were down 1.5 cents to 42.3 cents per quart. Consequently, the average expenditure per buying family dropped to 97 cents from \$1.07 in July 1962. Total consumer outlay for prune juice was off 6 percent from a year earlier and the lowest reported for about 3 years. (See tables 18-20.)

Cumulative purchases through July of the current reporting year were 5 percent -- 300,000 cases -- above the like period of 1961-62. (See figure in margin.) But as prices lowered cumulative expenditures remained about the same.

Use of Tomato Juice Holds High



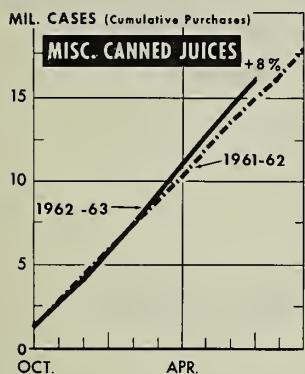
Household consumers bought 18 percent (277,000 cases) more tomato juice this July than they did in the same month of 1962. This continued the heavy movement observed in most months of the reporting year beginning with October, and cumulative purchases through July were 20 percent (3.5 million cases) greater than in the corresponding 10 months of 1961-62. (See figures 7 and 11-14.)

Nearly 15 percent of the Nation's families served tomato juice at least once during the month compared with 13.6 percent a year earlier. Furthermore, the average size of purchase also was moderately larger.

In contrast to price advances reported for most products, the cost of tomato juice was down 6 percent from both a year earlier and the 1957-61 average to 26.6 cents per 46-ounce can.

Even so, the average expenditure per buying family held at 54 cents and the total amount consumers spent for tomato juice was 12 percent greater than a year earlier.

Sales of Miscellaneous Canned Juices Also Strong



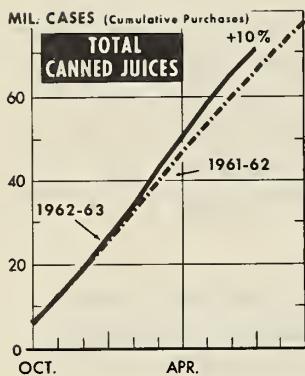
In July, nearly 20 percent of the Nation's families bought one or more miscellaneous canned juices such as apple, grape, tangerine, and citrus and other blends. Consumption averaged 1.5 cans per buying family. Both factors of movement were greater than a year earlier and retail sales were up 14 percent or 200,000 cases. (See table 11.)

Prices paid increased 3.2 cents over the preceding July to 38.2 cents per 46-ounce can, the highest reported for several years. Inasmuch as both purchases and prices were higher, consumer outlay for miscellaneous juices was up 24 percent in comparison with July 1962.

Retail sales of these products were relatively heavy in postfreeze months and October-July cumulative movement was 8 percent (1.2 million cases) above the like period of 1962-63. Cumulative expenditures were up about 11 percent.

Total Sales of Canned Juices Up 9 Percent

The total quantity of canned single-strength juices consumed in the home in July was 9 percent (537,000 cases) greater than a year earlier -- despite the decline in use of prune and citrus juices. Nonetheless, the seasonal drop from peak use in winter months was heavier than in 1962. (See table 13.)



Canned juices accounted for 37 percent of all fruit juices and drinks bought by consumers in July, up from 32 percent of total a year earlier. In comparison, canned fruit drinks accounted for 32 percent of the volume, up 10 percentage points from a year earlier, while the share for frozen concentrated juices was down 14 points to 27 percent. Chilled orange juice accounted for the balance of purchases.

Consumption of canned juices averaged 2.6 cans among the 42 percent of families that bought these products in July. Both components of total use were greater than a year earlier.

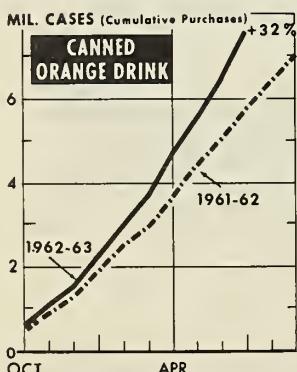
Retail prices rose moderately to a 2-year high of 35.9 cents per 46-ounce can, or 4.7 cents per 6-ounce serving. This was substantially less than paid for frozen orange concentrate, a reverse of the year-earlier pattern when canned juices were more expensive.

The average buyer increased his expenditure for canned juices from 88 to 94 cents in July. As the number of buyers also increased, total consumer outlay was up 14 percent.

Cumulative purchases of canned single-strength juices in the reporting year beginning with October were 10 percent (6.3 million cases) above the same 10 months of 1961-62. Cumulative expenditures also were up 10 percent.

CANNED SINGLE-STRENGTH FRUIT DRINKS

New Highs for Orange Drink



Purchases and expenditures for canned single-strength orange drink rose to new peaks in July.

Movement was 45 percent (330,000 cases) greater than the year-earlier volume, and 73 percent greater than the 1957-61 average for the month. This volume of purchases was about equal to the combined use of chilled and canned orange juices. (See figures 8 and 11-14.)

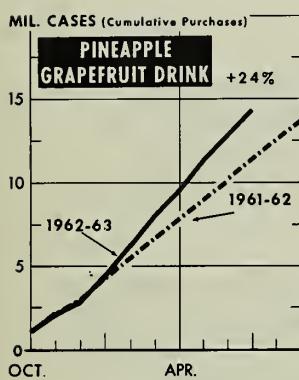
The gain in consumption was a result of a greater number of buyers -- 7.5 percent of the Nation's families compared with only 5.2 percent in the preceding July. Part of that gain, however, was nullified by a reduction in the average size of purchase.

Prices paid were down 0.5 cent from a year earlier to 29.6 cents per 46-ounce can, the lowest reported for 3 years.

The buying family expenditure (72 cents) was slightly smaller, but since more families bought, total consumer expenditures were up 42 percent from the preceding July to a new high. (See tables 18-20.)

Retail movement of orange drink was strong throughout the current reporting year, and October-July cumulative purchases were 32 percent (1.8 million cases) above the like period of 1961-62. (See figure in margin.) Cumulative expenditures were up 27 percent.

Market for Pineapple-Grapefruit Drink Continues Strong



Consumption of pineapple-grapefruit drink increased 20 percent (250,000 cases) compared with the preceding July. Nevertheless, movement was slower than in earlier months of 1963 in contrast to the sharp upturns recorded for other fruit drinks. (See figures 9 and 11-14.)

Increase in use of this fruit drink over a year earlier was associated with a greater number of buyers -- 9.6 percent of the Nation's families compared with 8 percent the preceding July. The average size of purchase remained about the same.

In contrast to lower prices paid for other fruit drinks, the cost of pineapple-grapefruit drink was up 10 percent to a 3-year high of 28.9 cents per 46-ounce can. But even so, the product remained one of the least expensive reported.

The average buying family spent 76 cents for pineapple-grapefruit drink, moderately more than a year earlier. Hence, the total consumer outlay was 31 percent greater than in the preceding July.

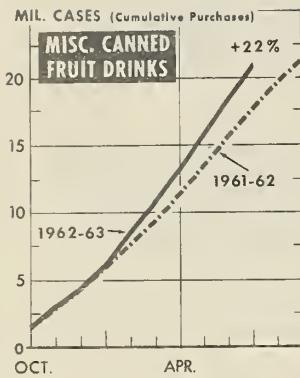
Retail movement has been relatively heavy since December. October-July cumulative purchases and expenditures are both about one-fourth greater than in the corresponding 10 months of 1961-62.

Miscellaneous Fruit Drinks Bought in Record Volume

Household consumers increased their use of miscellaneous canned fruit drinks in July by 47 percent or 1 million cases in comparison with the same month of 1962. This represented the largest volume reported in the 4 years data have been available. This group of products includes nonfrozen, noncarbonated fruit ades, punches, and drinks other than orange and pineapple-grapefruit. (See table 12.)

The heavy July movement reflected sharp gains in both number of users and average size of purchase. About 19 percent

of the Nation's families bought, one-third more than a year earlier. The average size of purchase (2.7 cans) was 11 percent larger.

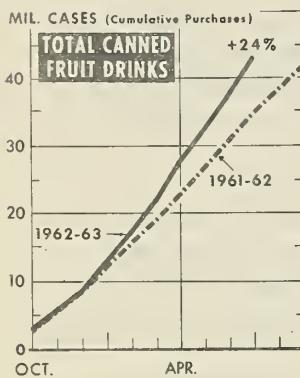


Retail prices were down slightly to a 4-year low of 32.8 cents per 46-ounce can. In spite of this decline, however, the average family expenditure was up moderately to 88 cents; total consumer outlay was up 45 percent.

Movement of these fruit beverages has been above year-earlier levels throughout the reporting year. October-July cumulative purchases and expenditures are both about one-fifth greater than in the corresponding 10 months of 1961-62.

Canned Fruit Drinks Capture One-third of Household Market

In total, the Nation's families bought 38 percent (1.5 million cases) more canned fruit drinks in July than in the corresponding month of 1962. This represented the largest volume of purchases recorded in the 4 years these data have been available. (See table 14.)



Fruit drinks accounted for 32 percent of the total quantity of all fruit juices and drinks bought for home use in July compared with only 22 percent a year earlier. The increase in volume of purchases was about 3 times the gain made by canned single-strength juices.

About 28 percent of the Nation's housewives served fruit drinks in July, compared with less than 23 percent a year earlier. In addition, the size of purchase was up 10 percent.

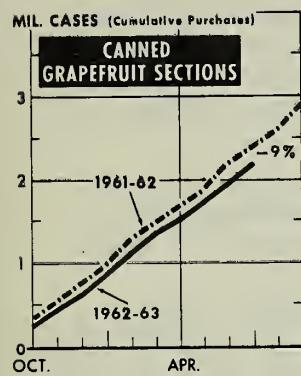
Retail prices advanced slightly to 31.1 cents per 46-ounce can or to 4.1 cents per 6-ounce serving. Nonetheless, this was 13 percent below the cost of canned juices and substantially below the cost of frozen concentrate juices.

The average housewife increased her fruit drink expenditure 12 percent to \$1.05, and the total consumer outlay was up 41 percent (\$4.8 million) from July 1962.

The market for canned fruit drinks has been particularly strong since the December freeze, and October-July cumulative purchases were 24 percent (8.5 million cases) above the corresponding 10 months of 1961-62. The relative gain in accumulated expenditures was almost as great.

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Relatively Few Buy Canned Grapefruit Sections



Retail movement of canned grapefruit sections was slow in July and prices were at a new high for this 7 year series of data. (See figures 10 and 12.) Production was down sharply from 1961-62 as a result of the December freeze, and producers' inventories were only about one-third as great as either a year or 2 years earlier.

July purchases were off 12 percent in comparison with a year earlier and 23 percent from the 1957-61 average for the month. Movement was slow in most months of the current season and October-July cumulative purchases were 9 percent (215,000 cases) below a year earlier. (See figure in margin.)

The size of purchase averaged 3.2 cans among the 3.4 percent of families that served the product in July. This proportion of buyers was almost the smallest reported; the size of purchase also was on the low side.

Prices paid for canned grapefruit sections were up 20 percent to a new high of 24.7 cents per No. 303 can. The average buyer spent 79 cents for the product, 11 percent more than a year earlier. However, as fewer families bought, total consumer expenditures were up only 5 percent.

Use of Refrigerated Salads Also Slow

As for canned grapefruit sections, July consumption of refrigerated citrus salads and sections was slow and prices were higher as a result of short supplies.

Household purchases amounted to about 143,000 gallons, down 16 percent from the preceding month and 54 percent from October when these products were first reported. The proportion of families buying, 0.9 percent, was only half as great as in October. (See table 15.)

Orange and grapefruit sections accounted for a little less than half of the total volume. Prices of this type of salad averaged 82.4 cents per quart, the highest reported.

Other salads and sections were used by about 0.6 percent of the Nation's families. Prices of these products were up to a new high of 79 cents per quart.

FRESH ORANGES AND GRAPEFRUIT

Retail Sales of Fresh Oranges Off 14 Percent

Consumer purchases of fresh oranges were off 14 percent from July 1960, the last comparable month these data were obtained. Movement was slow throughout the season, and October-July cumulative purchases were down 38 percent from the corresponding period of 1959-60. (See table 16.)

Consumption averaged only 18.5 oranges among the 14.3 percent of families that bought. Three years earlier, an average of 22 oranges were eaten by 14.8 percent of the Nation's families.

Retail prices averaged 61 cents per dozen, 12 percent higher than in the same month of 1960. Nevertheless, the average expenditure per buying family declined to 94 cents from \$1. In comparison, expenditures for frozen orange concentrate were up to \$1.71 from \$1.35 3 years earlier.

Total consumer expenditure for fresh oranges in July was off 4 percent from the same month of 1960. October-July cumulative expenditures, however, were 20 percent below the corresponding 10 months of 1959-60.

Retail Movement of Fresh Grapefruit Off Sharply

Less than half as many fresh grapefruit were bought for home use in July as in the same month 3 years earlier. This continued the slow use that has persisted in most months of the current reporting year, and cumulative purchases, October-July, were down 20 percent from the corresponding period of 1959-60. (See table 17.)

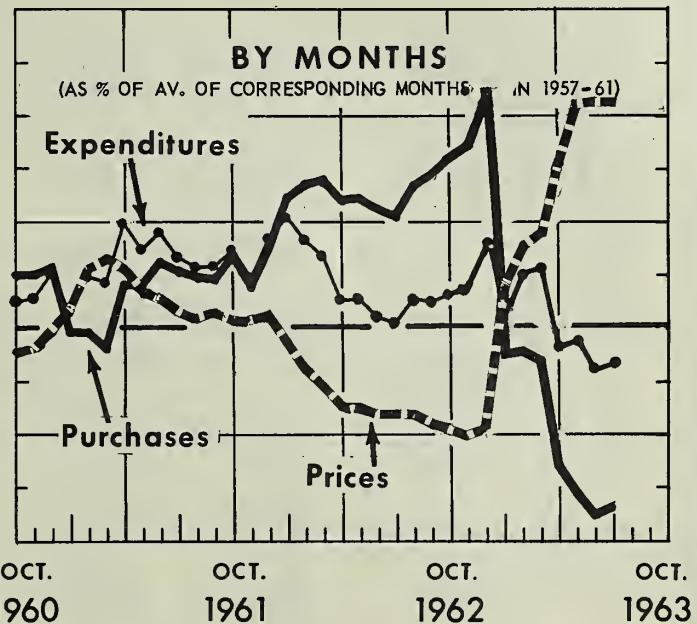
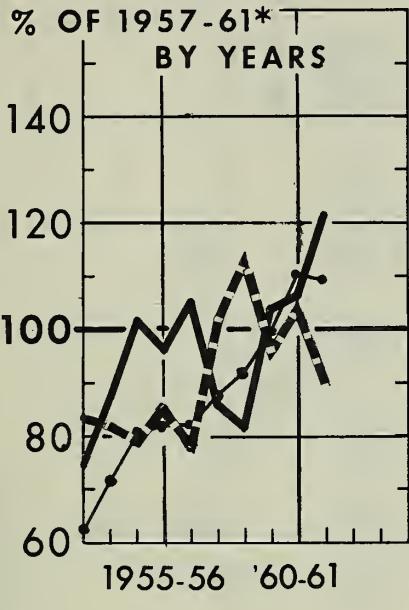
The number of buyers of grapefruit in July was down to only 3.2 percent of the Nation's families, and the size of purchase dropped to 5.3 grapefruit.

Retail prices were up sharply to a new high of \$1.67 per dozen. The average housewife spent 74 cents for grapefruit, up from 70 cents 3 years earlier. On the other hand, family expenditures for canned single-strength grapefruit juice averaged 80 cents, compared with 59 cents in July 1960.

The total amount consumers spent in July for fresh grapefruit was down 36 percent from 3 years earlier. Even so, October-July cumulative expenditures remained within 5 percent of the amount spent in the corresponding 10 months of 1959-60.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.	4,855	6,587	5,172	28.2	31.1	40	50	23.2	17.4	19.6
Jan.-Mar.	14,904	19,753	15,691							
Apr.	3,801	6,363	5,147	23.2	30.6	38	49	25.4	16.4	19.3
May	3,393	6,123	4,941	21.7	29.5	36	49	27.5	16.4	19.3
June	3,069	5,776	4,740	19.2	28.4	37	48	27.8	16.3	19.5
Apr.-June	10,263	18,262	14,828							
July	3,049	5,543	4,601	19.3	27.2	37	48	28.1	16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888					17.7	19.6	

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 1A.--FROZEN ORANGE CONCENTRATE IN FREEZE YEARS
 Consumer purchases and expenditures, percentage of families buying, and average prices paid,
 1962-63 compared with 1957-58 1/

Period 2/	Total Purchases gal.	Proportion of families buying		Purchases per: buying family:		Prices paid per: 6-ounce can		Expenditures per buying family		Total				
		Change from 1957- 1958	Differ- ence from 1962- 1963	Pct. 1962- 1958	Pct. 1962- 1958	Oz. 1962- 1958	Oz. 1962- 1958	Cents 1962- 1958	Cents 1962- 1958	Dols. 1962- 1958	Dols. 1962- 1958	1,000 dol.	Pct.	
October	6,719	5,851	+14.8	31.5	30.9	.6	.50	49	15.9	15.2	+ 4.6	1.24	+ 20.1	
November	6,669	5,770	+15.6	31.3	31.2	.1	.50	46	15.9	15.4	+ 3.2	1.18	+19.3	
December	7,215	5,288	+36.4	32.7	29.3	+3.4	--	52	45	15.7	15.9	- 1.3	1.35	+34.7
Oct.-Dec.	20,603	16,909	+21.8	--	--	--	--	--	--	--	--	--	69,576	
January	5,066	4,626	+ 9.5	28.2	27.9	.3	.42	42	21.3	18.9	+12.7	1.49	+11.2	
February	4,983	4,423	+12.7	28.5	28.0	.5	.41	22.6	20.3	+11.3	1.53	+10.9	23,020	
March	4,855	4,360	+11.4	28.2	26.7	+1.5	.40	41	23.2	21.2	+ 9.4	1.55	+ 6.9	19,154
Jan.-Mar.	14,904	13,409	+11.1	--	--	--	--	--	--	--	--	--	19,719	
Oct.-Mar.	35,507	30,318	+17.1	--	--	--	--	--	--	--	--	--	57,525	
April	3,801	3,992	- 4.8	23.2	25.2	-2.0	.38	40	25.4	22.2	+14.4	1.61	+ 9.5	18,906
May	3,393	3,915	-13.3	21.7	24.2	-2.5	.36	42	27.5	22.5	+22.2	1.66	+ 6.4	18,792
June	3,069	3,320	- 7.6	19.2	23.5	-4.3	.37	35	27.8	23.9	+16.3	1.72	+22.0	16,927
Apr.-June	10,263	11,227	- 8.6	--	--	--	--	--	--	--	--	--	18,201	
Oct.-June	45,770	41,545	+10.2	--	--	--	--	--	--	--	--	--	58,702	
July	3,049	3,284	- 7.2	19.3	22.9	-3.6	.37	36	28.1	24.2	+16.1	1.71	+17.1	16,954
August	3,267	3,267	--	23.0	24.0	--	--	--	--	--	--	--	17,145	
September	3,490	3,490	--	24.0	24.7	--	--	--	--	--	--	--	18,390	
July-Sept.	10,041	10,041	--	--	--	--	--	--	--	--	--	--	52,489	
Year	51,586	51,586	--	--	--	--	--	--	--	--	--	--	220,505	

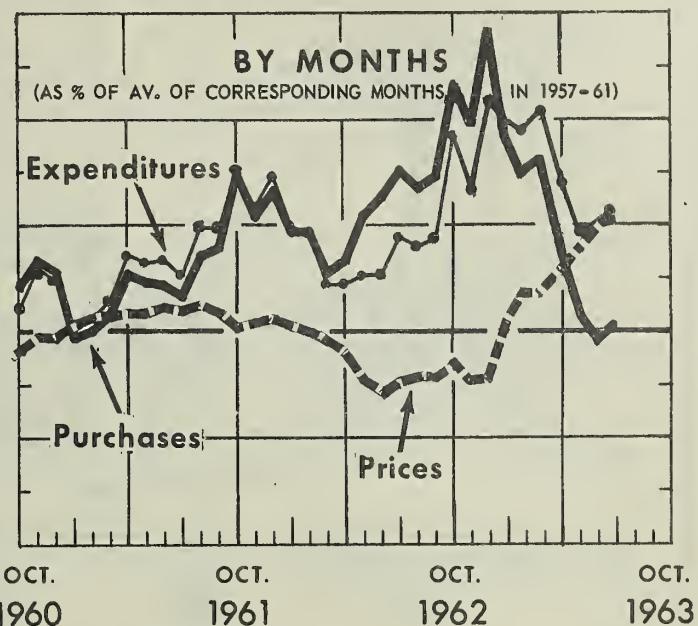
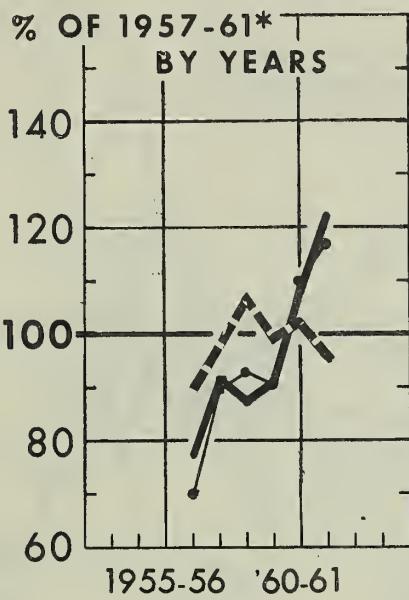
1/ Citrus crops were damaged by freezing weather in December 1957, and December 1962.

Tree and fruit losses were greater in 1962.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

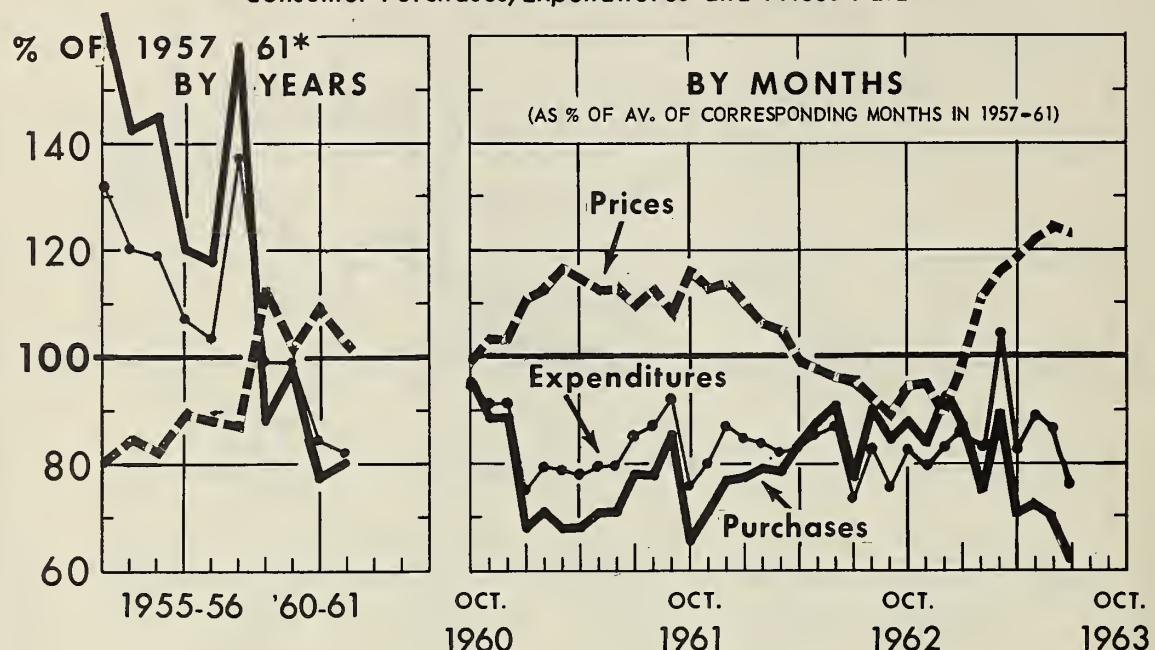
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1,000	1,000	1,000	gals.	gals.	gals.	Ounces	Ounces	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.	2,997	2,511	2,267	6.4	5.6	109	107	42.4	38.8	39.6
Jan.-Mar.	8,829	7,713	6,653							
Apr.	2,555	2,532	2,239	5.6	5.8	106	103	44.1	37.8	39.3
May	2,393	2,840	2,339	5.5	6.3	100	106	44.9	35.1	38.7
June	2,249	2,863	2,291	5.4	6.2	97	108	46.6	33.9	38.3
Apr.-June	7,197	8,235	6,869							
July	2,099	2,681	2,064	5.1	6.2	94	101	47.7	35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339					37.7	39.3	

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

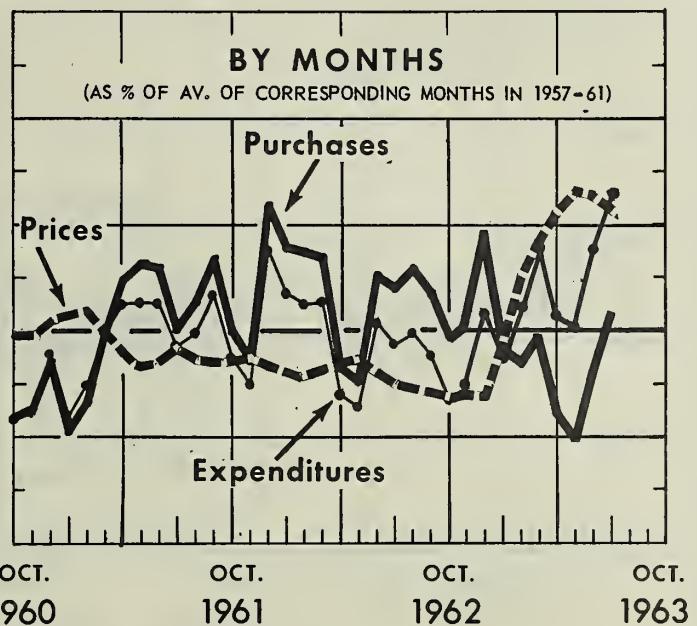
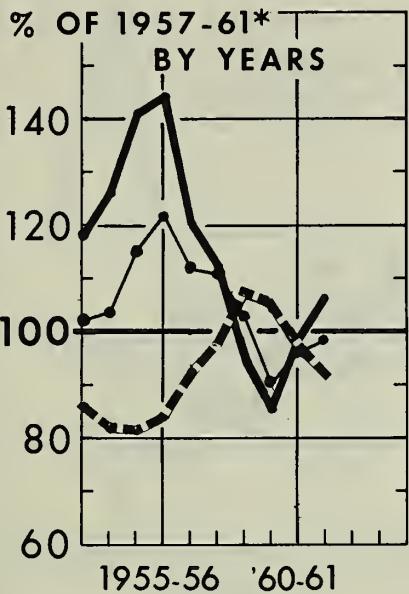
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962- : 1963	1961- : 1962	Average : 1957-61	1962- : 1963	1961- : 1962	1962- : 1963	1961- : 1962	1962- : 1963	1961- : 1962	Average : 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	680	719	909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.	823	718	915	6.9	5.9	94	97	43.5	39.2	37.5
Jan.-Mar.	2,282	2,127	2,716							
Apr.	618	736	881	5.7	5.8	85	101	44.9	37.5	37.8
May	611	734	838	5.3	6.0	90	97	46.4	36.9	37.9
June	564	731	806	5.1	6.0	86	96	46.8	36.1	37.7
Apr.-June	1,793	2,201	2,525							
July	467	592	764	4.7	5.1	77	91	47.7	36.5	38.5
Aug.		638	708		5.6				35.8	39.0
Sep.		599	709		5.3				35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836					38.9	38.0	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

*CROP YEARS BEGINNING OCTOBER.

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

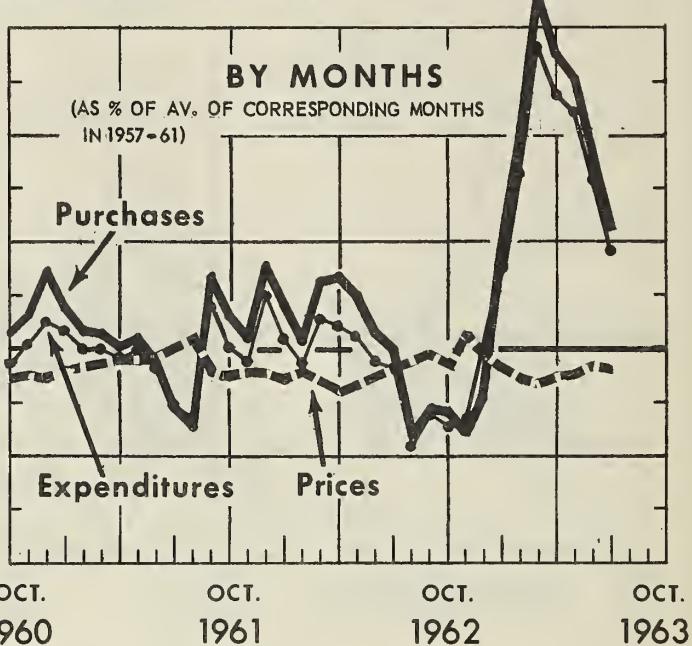
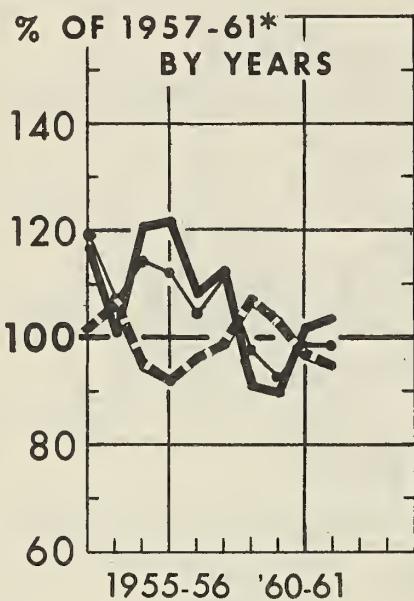
Table 4---CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1963	1962	1957-61	1963	1962	1963	1962	1963	1962	1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.	728	841	738	5.9	5.9	98	114	35.3	27.9	30.1
Jan.-Mar.	2,128	2,540	2,208							
Apr.	668	740	793	5.2	5.4	100	109	35.7	27.5	29.1
May	621	708	781	5.0	4.8	98	118	36.5	27.3	28.9
June	659	790	714	5.4	5.6	96	111	36.7	26.9	29.2
Apr.-June	1,948	2,238	2,288							
July	652	685	632	5.1	4.9	100	111	37.1	27.3	30.3
Aug.	764	683		5.3			114		26.7	29.9
Sep.	712	663		5.2			108		26.9	30.3
July-Sept.	2,161	1,978								
Season	9,156	8,572						27.7	30.0	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

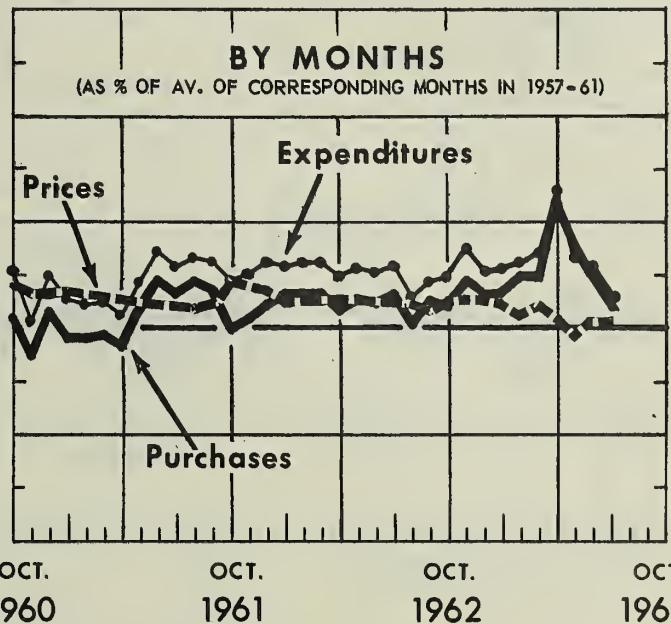
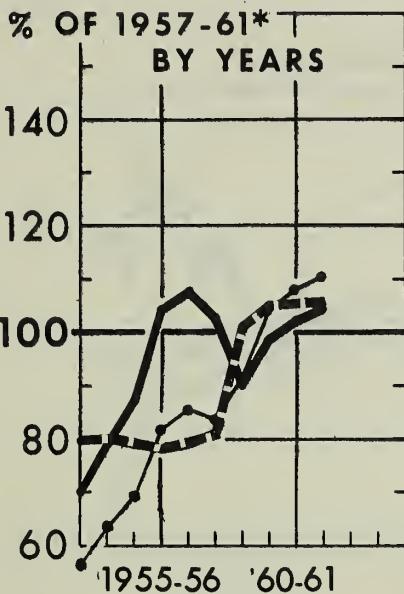
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1963	1962	1957-61	1963	1962	1963	1962	1963	1962	1957-61
:	1,000	1,000	1,000							
:	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.	1,929	1,301	1,156	13.0	10.2	117	102	28.0	28.0	29.8
Jan.-Mar.	4,949	3,745	3,485							
Apr.	1,721	1,257	1,108	11.6	10.1	116	98	28.4	27.4	29.8
May	1,689	1,234	1,123	11.5	9.7	115	101	28.1	27.3	29.4
June	1,434	1,092	1,061	10.7	8.6	105	101	28.8	28.0	29.6
Apr.-June	4,844	3,583	3,292							
July	1,252	1,020	1,023	10.0	8.0	97	101	29.1	28.9	30.0
Aug.	875	1,042			7.5	92			28.8	29.6
Sep.	957	1,079			7.6	99			28.8	29.1
July-Sept.	2,852	3,144								
Season	13,864	13,340						28.0	29.5	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

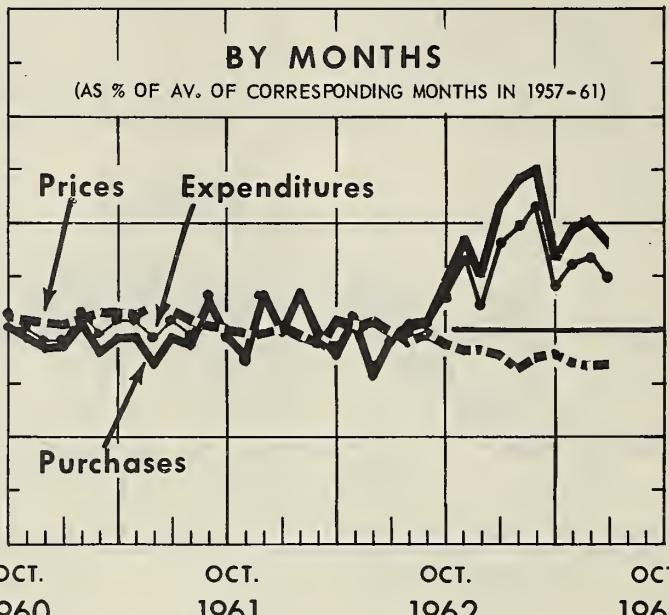
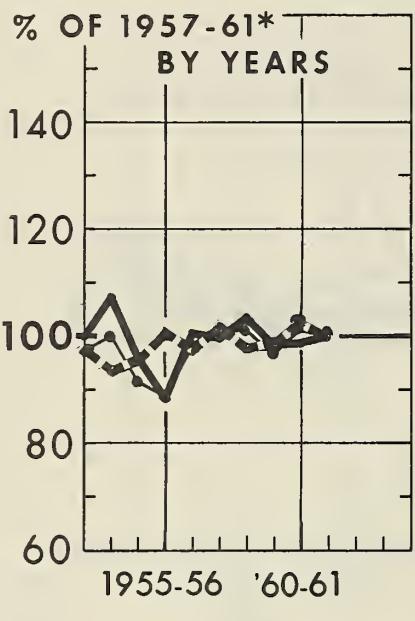
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1963	1962	1957-61	1963	1962	1963	1962	1963	1962	1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.	719	700	654	7.8	7.5	73	74	43.2	43.7	41.5
Jan.-Mar.	2,128	2,096	1,959							
Apr.	749	625	602	8.1	7.0	73	70	42.3	44.2	41.7
May	700	643	607	7.4	6.7	74	76	41.2	44.1	41.8
June	659	631	600	7.1	6.5	72	76	42.4	43.9	41.7
Apr.-June	2,108	1,899	1,809							
July	594	610	571	6.3	6.2	73	78	42.3	43.8	41.7
Aug.	576	569			6.1		75		43.6	41.6
Sep.	636	602			6.4		79		43.1	41.7
July-Sept.	1,822	1,742								
Season	7,690	7,339						43.7	41.3	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

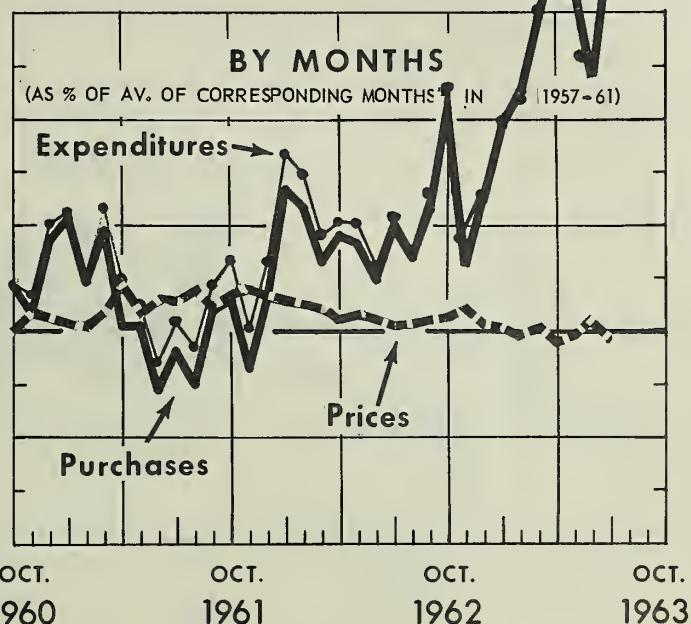
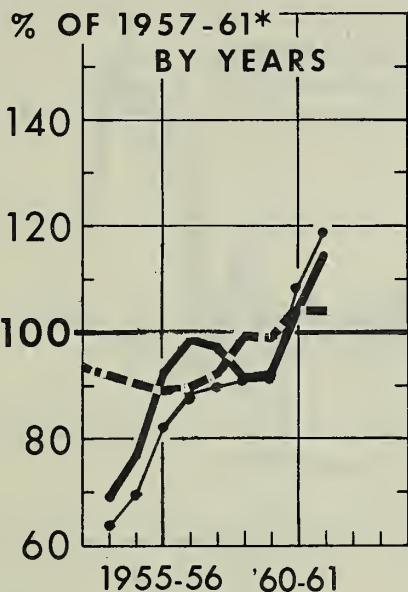
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	98	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.	2,501	1,930	1,930	18.7	16.5	105	94	26.3	27.0	27.6
Jan.-Mar.	7,362	5,928	5,787							
Apr.	2,129	1,797	1,879	17.2	15.4	97	92	26.6	28.2	27.7
May	2,139	1,832	1,791	17.1	15.4	98	94	26.0	27.8	27.6
June	2,056	1,561	1,700	16.4	13.9	99	89	26.3	28.5	28.0
Apr.-June	6,324	5,190	5,370							
July	1,786	1,509	1,530	14.8	13.6	94	88	26.6	28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062					27.7	27.8	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

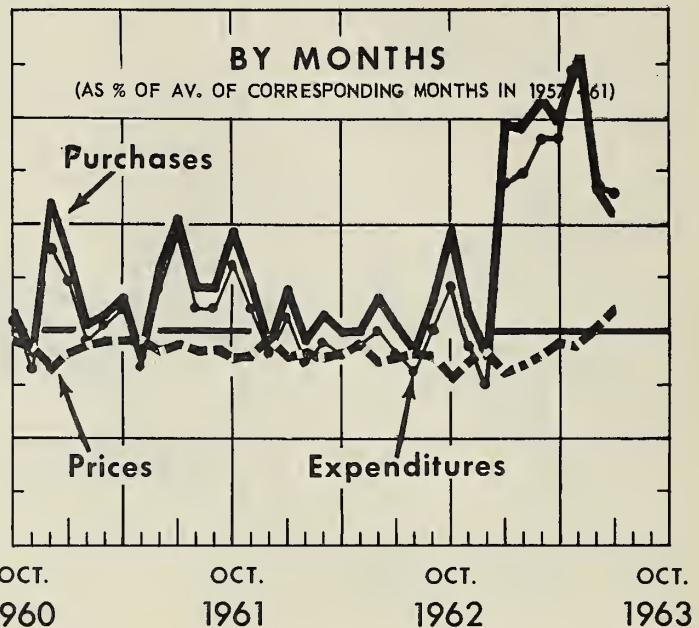
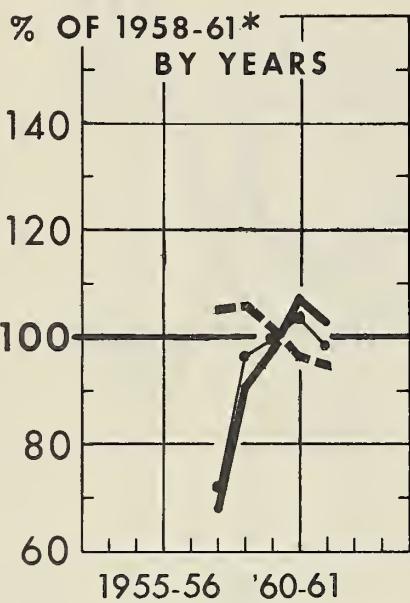
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1963	1962	1957-61	1963	1962	1963	1962	1963	1962	1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.	753	534	472	5.1	3.7	117	116	31.3	32.4	31.1
Jan.-Mar.	2,143	1,769	1,460							
Apr.	975	670	568	6.5	4.7	118	114	30.0	31.2	30.5
May	923	650	558	6.4	4.6	112	113	30.3	31.3	30.4
June	876	650	592	6.3	4.6	109	112	30.4	30.4	29.7
Apr.-June	2,774	1,970	1,718							
July	1,071	741	619	7.5	5.2	112	113	29.6	30.1	29.7
Aug.	616	541	471		4.5		108		30.0	29.6
Sep.	579	471			3.9		118		31.0	30.3
July-Sept.	1,936	1,631								
Season	6,956	6,068						31.5	30.3	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

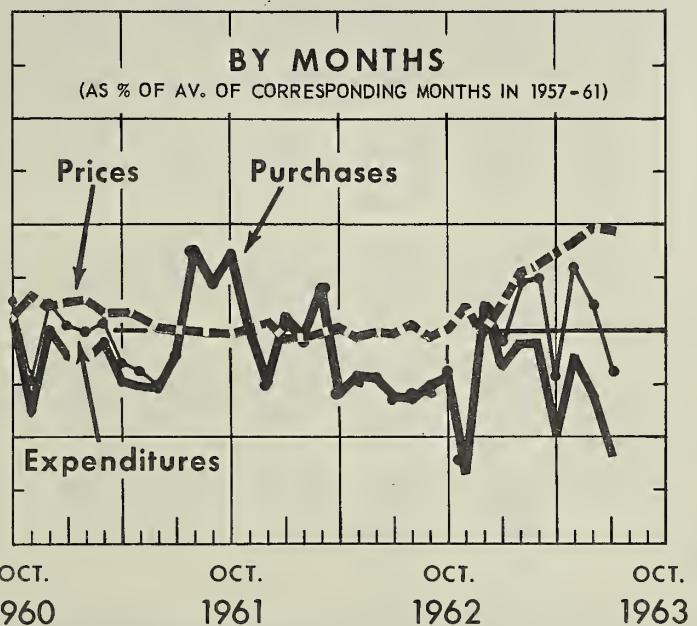
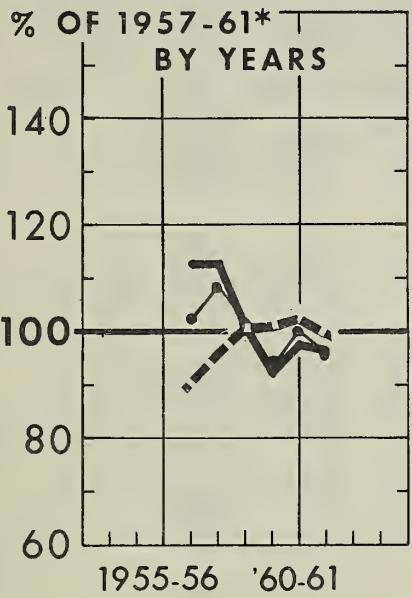
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1963	1962	1958-61	1963	1962	1963	1962	1963	1962	1958-61
:	1,000	1,000	1,000							
:	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.	1,746	1,255	1,218	11.0	7.7	125	129	26.9	26.8	28.2
Jan.-Mar.	5,075	3,726	3,622							
Apr.	1,606	1,153	1,154	9.7	7.5	130	122	27.7	27.0	28.2
May	1,701	1,120	1,120	10.5	7.4	128	120	27.6	27.5	28.2
June	1,485	1,249	1,176	9.5	7.6	122	130	28.2	26.4	28.0
Apr.-June	4,792	3,522	3,450							
July	1,504	1,253	1,240	9.6	8.0	122	124	28.9	26.4	27.8
Aug.	1,067	1,108			6.8		124		26.9	28.0
Sep.	1,077	1,017			6.9		123		27.0	28.4
July-Sept.	3,397	3,365								
Season	13,646	13,205						27.1	28.4	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	223	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.	219	244	225	3.9	3.7	48	58	22.9	20.3	20.4
Jan.-Mar.	670	733	709							
Apr.	182	201	227	3.4	3.5	47	50	23.3	20.4	20.3
May	223	214	233	3.9	3.6	49	53	23.8	20.2	20.4
June	223	233	255	3.9	3.6	51	58	24.5	20.5	20.5
Apr.-June	628	648	715							
July	204	232	264	3.4	3.7	51	55	24.7	20.6	20.7
Aug.	221	253		3.5			56		20.7	20.4
Sep.	256	284		3.8			60		20.1	20.4
July-Sept.	709	801								
Season	2,872	2,977						20.3	20.4	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...
480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.8	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.	1,812	1,465	1,622	19.8	17.5	72	67	37.4	36.1	---
Jan.-Mar.	5,138	4,449	4,731							
Apr.	1,755	1,511	1,611	19.7	17.5	70	68	37.4	36.1	---
May	1,682	1,594	1,678	19.7	18.8	67	67	37.7	34.6	---
June	1,681	1,544	1,573	19.7	18.6	67	66	38.0	35.1	---
Apr.-June	5,118	4,649	4,862							
July	1,682	1,480	1,494	19.5	17.8	67	66	38.2	35.0	---
Aug.	1,477	1,390			17.6		66		34.6	---
Sep.	1,357	1,355			16.6		65		34.7	---
July-Sept.	4,314	4,239								
Season		17,786	18,163					35.8	---	

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.	2,204	1,812	1,609	15.0	12.1	115	119	34.0	34.6	34.8
Jan.-Mar.	6,237	5,134	4,647							
Apr.	2,494	1,885	1,764	16.8	13.7	116	109	33.3	34.5	34.6
May	2,545	2,230	2,031	16.6	14.9	120	119	33.5	33.9	33.9
June	2,674	2,124	2,166	17.9	14.6	117	115	33.3	33.7	33.8
Apr.-June	7,713	6,239	5,961							
July	3,025	2,060	2,021	19.0	14.5	124	112	32.8	33.2	33.4
Aug.	1,823	1,821			13.0		111		33.4	33.7
Sep.	1,727	1,709			11.9		114		33.8	33.9
July-Sept.	5,610	5,551								
Season		21,240	20,256					34.2	34.3	

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,473	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.	8,512	6,955	7,015	47.9	43.3	140	128	34.5	34.1	---
Jan.-Mar.	23,987	20,885	20,886							
Apr.	7,640	6,666	6,875	45.7	42.3	131	125	35.1	34.1	---
May	7,442	6,745	6,817	44.9	42.6	130	126	34.8	33.6	---
June	7,053	6,349	6,454	43.6	41.8	127	120	35.4	34.1	---
Apr.-June	22,135	19,760	20,146							
July	5,433	5,896	6,013	41.7	39.5	120	118	35.9	34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311					34.2	---	
:										

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.	4,703	3,601	3,408	25.5	20.0	145	143	30.9	31.6	31.7
Jan.-Mar.	13,473	10,629	10,005							
Apr.	5,075	3,708	3,558	26.4	21.3	151	138	30.9	31.6	31.7
May	5,169	4,000	3,758	26.5	22.3	153	142	31.0	31.7	31.7
June	5,035	4,023	4,027	26.4	22.5	149	142	31.3	30.9	31.3
Apr.-June	15,279	11,731	11,343							
July	5,600	4,054	4,007	28.0	22.6	156	142	31.1	30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144					31.4	31.7	
:										

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total Purchases	Proportion of families buying	Purchases per buying family	Prices paid per 32-oz. jar	Total Purchases	Proportion of families buying	Purchases per buying family	Prices paid per 26-oz. jar
	1,000 Gallons	Percent	Ounces	Cents	1,000 Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.	173	0.9	43.7	71.9	18	0.1	38.2	64.3
Jan.-Mar.	475				58			
Apr.	156	0.8	47.7	74.1	3/	---	---	---
May	147	0.8	45.9	77.3	3/	---	---	---
Jun.	100	0.5	48.7	77.2	3/	---	---	---
Apr.-Jun.	403							
Jul.	68	0.3	48.6	82.4	3/	---	---	---
Aug.								
Sep.								
Jul.-Sep.								
Season								
	Other Citrus Salads				Total Salads and Sections			
	Total Purchases	Proportion of families buying	Purchases per buying family	Prices paid per 32-oz. jar	Total Purchases	Proportion of families buying	Purchases per buying family	Purchases per buying family
	1,000 Gallons	Percent	Ounces	Cents	1,000 Gallons	Percent	Ounces	
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.	135	0.9	34.6	62.5	295	1.7	42.4	
Feb.	116	0.7	37.5	71.4	298	1.6	45.4	
Mar.	95	0.6	36.9	72.4	286	1.6	42.5	
Jan.-Mar.	346				879			
Apr.	125	0.8	36.2	75.7	281	1.4	47.2	
May	103	0.7	36.1	75.0	250	1.4	43.2	
Jun.	70	0.5	34.8	77.3	170	1.0	44.1	
Apr.-Jun.	298				701			
Jul.	75	0.6	29.3	79.0	143	0.9	37.2	
Aug.								
Sep.								
Jul.-Sep.								
Season								

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-	1959	Average	1962-	1959	1962-	1959	1962-	1959	Average
	1963	1960	1954-56	1963	1960	1963	1960	1963	1960	1954-56
Oct.	1,000	1,000	1,000							
	<u>Doz.</u>	<u>Doz.</u>	<u>Doz.</u>	<u>Percent</u>	<u>Percent</u>	<u>Oranges</u>	<u>Oranges</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.	20,699	42,941	50,259	25.6	40.6	17.7	25.6	74.6	51.8	43.0
Jan.-Mar.	73,327	140,039	154,758							
Apr.	18,016	35,817	48,090	22.5	36.7	17.5	22.4	77.4	53.7	44.8
May	16,790	29,927	43,252	20.8	31.8	17.6	22.8	75.3	51.3	47.4
June	13,997	21,441	31,128	17.4	23.9	17.5	20.9	68.6	54.2	47.8
Apr.-June	48,803	87,185	122,470							
July	12,232	14,214	26,665	14.3	14.8	18.5	22.0	61.0	54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207					50.0	42.6	

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-	1959	Average	1962-	1959	1962-	1959	1962-	1959	Average
	1963	1960	1954-56	1963	1960	1963	1960	1963	1960	1954-56
Oct.	1,000	1,000	1,000							
	<u>Doz.</u>	<u>Doz.</u>	<u>Doz.</u>	<u>Percent</u>	<u>Percent</u>	<u>Grapefruit</u>	<u>Grapefruit</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.	9,963	14,106	15,092	21.8	29.1	10.0	11.8	108.6	85.2	77.7
Jan.-Mar.	29,371	42,125	44,607							
Apr.	8,933	11,086	13,100	19.4	23.8	10.0	11.0	115.6	94.1	82.1
May	5,946	6,769	9,571	15.0	18.2	8.6	9.1	133.2	107.3	91.5
June	2,663	3,422	5,334	8.7	10.8	6.7	7.6	163.5	116.3	99.9
Apr.-June	17,542	21,277	28,005							
July	765	1,669	2,671	3.2	5.4	5.3	7.0	167.4	119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885					90.5	83.0	

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18.--Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/ Year 2/	Frozen concentrated juices:			Chilled:			Canned single-strength juices:			Canned single-strength fruit drinks:			Average all juices and fruit drinks	
	Orange juice:		Miscellaneous juice:	Orange juice:		Grapefruit:	Pineapple:	Prune:	Tomato:	Miscellaneous:	Orange:	Pineapple:	Miscellaneous:	
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
1961-62														
October	5.0	4.8	7.5	5.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.7
November	5.0	4.8	7.6	5.5	3.8	8.2	3.6	4.8	4.5	4.3	3.6	4.6	4.2	4.8
December	5.0	4.8	7.7	5.6	3.7	8.2	3.6	4.8	4.5	4.3	3.7	4.6	4.2	4.8
January	4.8	4.6	7.4	5.3	3.6	8.0	3.7	4.8	4.5	4.2	3.6	4.5	4.1	4.6
February	4.5	4.7	7.2	5.2	3.6	8.2	3.6	4.7	4.4	4.2	3.5	4.5	4.2	4.6
March	4.4	4.6	7.3	5.1	3.6	8.2	3.5	4.7	4.4	4.2	3.5	4.5	4.1	4.5
April	4.1	4.6	7.1	4.9	3.6	8.3	3.7	4.7	4.4	4.1	3.5	4.5	4.1	4.4
May	4.1	4.6	6.6	4.8	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	4.3
June	4.1	4.5	6.4	4.7	3.5	8.2	3.7	4.6	4.4	4.0	3.4	4.4	4.0	4.3
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
July	4.1	4.4	6.6	4.8	3.6	8.2	3.7	4.6	4.5	3.9	3.4	4.3	4.0	4.3
August	4.1	4.6	6.8	4.7	3.5	8.2	3.6	4.5	4.4	3.9	3.5	4.4	4.0	4.3
September	4.0	4.6	6.8	4.7	3.5	8.1	3.6	4.5	4.4	4.0	3.5	4.4	4.1	4.3
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Season	4.4	4.6	7.1	5.1	3.6	8.2	3.7	4.6	4.5	4.1	3.5	4.5	4.1	4.5
1962-63														
October	4.0	4.6	7.0	4.6	3.5	7.9	3.4	4.7	4.3	4.0	3.5	4.4	4.0	4.3
November	4.0	4.6	6.8	4.7	3.5	7.9	3.4	4.6	4.3	4.1	3.6	4.5	4.1	4.3
December	3.9	4.5	6.8	4.4	3.4	8.0	3.5	4.6	4.4	4.1	3.6	4.5	4.2	4.3
January	5.3	4.6	7.5	4.8	3.9	8.0	3.5	4.7	4.4	4.0	3.4	4.4	4.0	4.7
February	5.6	4.8	7.8	5.4	4.4	8.0	3.7	4.8	4.4	4.0	3.5	4.5	4.0	4.9
March	5.8	4.8	8.0	5.7	4.6	8.1	3.4	4.9	4.5	4.1	3.5	4.4	4.0	4.9
April	6.4	4.8	8.3	5.9	4.7	8.7	3.7	4.9	4.6	3.9	3.6	4.3	4.0	5.0
May	6.9	4.9	8.4	6.1	4.8	8.8	3.7	4.9	4.5	4.0	3.6	4.4	4.0	5.1
June	7.0	5.1	8.7	6.1	4.8	8.8	3.8	5.0	4.6	4.0	3.7	4.3	4.1	5.1
July	7.0	5.1	8.9	6.2	4.8	8.8	3.8	7.9	5.0	4.7	3.9	3.8	4.3	5.2
August														
September														
Season														

1/ Based on prices paid per specified size of container: frozen concentrated juices, 32-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.--Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date ^{1/}

Month and Year ^{2/}	Frozen concen- trated juices			Chilled			Canned single-strength juices			Canned single-strength fruit drinks		
	Miscel- laneous	Orange juice	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- laneous	Total	Orange	Pine- apple	Grape- fruit	Miscel- laneous
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
<u>1961-62</u>												
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151
March	24,150	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770
<u>1962-63</u>												
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925
February	24,024	4,386	4,905	2,669	2,120	4,315	4,098	6,060	6,064	25,326	1,994	4,347
March	24,029	4,507	5,083	3,362	2,413	5,072	4,193	6,177	6,364	27,581	2,213	4,411
April	20,596	4,755	4,507	2,606	2,240	4,590	4,277	5,318	6,164	25,195	2,747	4,178
May	19,205	4,299	4,298	2,662	2,129	4,457	3,893	5,223	5,955	24,319	2,626	4,409
June	18,201	4,222	4,192	2,479	2,271	3,879	3,772	5,078	5,999	23,478	2,501	3,933
July	18,277	3,911	4,005	2,092	2,272	3,422	3,392	4,462	6,034	21,674	2,977	4,082
August												
September												
Season												

^{1/} Based on prices paid per specified size of container; frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. ^{2/} Data are for 4-week (28 day) periods to facilitate comparisons.

Table 20.--Buying family expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date with comparisons 1/

Year and month 2/ month 2/	Frozen concen- trated orange juice	Chilled orange juice	Canned single-strength juices						Canned single-strength fruit drinks						Canned fresh oranges; grape- fruit sections						
			Pine- apple	Grape- fruit	Orange	Tomato	Miscel- laneous	All	Pine- apple	Miscel- laneous	All	Fresh orange	Fruit sections	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	
1961-62 3/																					
October	1.53	1.48	.83	.64	.64	.67	.59	.55	.58	.58	.57	.76	.70	.81	.91	.95	.62	.74			
November	1.52	1.45	.81	.70	.62	.62	.59	1.07	.55	.54	.55	.92	.81	.66	.87	.85	.66	.77			
December	1.52	1.41	.83						.56	.53		.94	.81	.69	.79	.87	.99	.74			
January	1.58	1.28	.77	.67	.60	.60	.57	1.00	.56	.55	.87	.81	.74	.78	.90	1.05	.77	.69			
February	1.48	1.28	.80	.67	.67	.60	.57	.57	.58	.51	.94	.84	.71	.83	.94	1.08	.83	.70			
March	1.45	1.30	.83	.69	.62	.62	.62	1.01	.55	.52	.95	.81	.75	.90	.98	1.11	.84	.74			
April	1.34	1.22	.82	.65	.59	.59	.97	.97	.57	.54	.93	.77	.71	.82	.95	1.00	.86	.64			
May	1.33	1.16	.78	.70	.60	.60	1.05	.55	.57	.51	.92	.77	.71	.88	.98	.97	.81	.67			
June	1.30	1.14	.76	.65	.61	.61	1.05	.55	.50	.50	.89	.74	.75	.84	.95	.94	.74	.74			
July	1.30	1.12	.72	.66	.64	.64	1.07	.54	.50	.50	.88	.74	.71	.81	.94	1.00	.70	.71			
August	1.30	1.13	.70	.66	.58	.58	1.02	.55	.55	.56	.89	.71	.73	.81	.93	1.02	.78	.72			
September	1.31	1.15	.69	.63	.62	.62	1.06	.56	.49	.49	.89	.80	.72	.84	.95	.97	.78	.75			
1962-63																					
October	1.32	1.30	.73	.60	.61	.61	.99	.57	.53	.53	.92	.83	.70	.82	.92	.96	.60	.69			
November	1.32	1.21	.70	.60	.62	.62	.99	.59	.50	.50	.89	.80	.68	.80	.90	.79	.68				
December	1.35	1.26	.68	.64	.63	.63	1.07	.55	.55	.51	.88	.82	.69	.80	.90	.92	.77	.69			
January	1.49	1.31	.74	.63	.62	.62	1.02	.57	.54	.54	.95	.84	.74	.83	.98	1.05	.84	.70			
February	1.53	1.37	.73	.68	.67	.67	.98	.59	.56	.56	.98	.84	.75	.88	1.02	1.14	.88	.75			
March	1.55	1.45	.89	.75	.71	.71	.98	.60	.59	.59	1.05	.79	.73	.85	.98	1.10	.90	.69			
April	1.61	1.47	.83	.78	.71	.71	.96	.56	.57	.57	1.00	.77	.78	.84	1.01	1.13	.96	.69			
May	1.66	1.41	.91	.78	.70	.70	.95	.56	.55	.55	.98	.74	.77	.88	1.03	1.10	.95	.73			
June	1.72	1.41	.88	.76	.66	.66	.96	.56	.55	.55	.98	.72	.75	.85	1.02	1.00	.91	.78			
July	1.71	1.40	.80	.80	.62	.62	.97	.54	.56	.56	.94	.72	.76	.88	1.05	.94	.74	.79			
August																					
September																					

1/ Based on prices paid per specified size of can: 6-ounce for frozen orange concentrate; 32-ounce for chilled orange and prune juices; 46-ounce for other juices and drinks; 16-ounces for canned grapefruit sections; and per dozen for fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ 1959-60 for fresh oranges and grapefruit, as not available for intervening years.

Table 21.—SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, July 1963 with comparisons 1/

Commodity	Total purchases			Proportion of families buying			Purchase per buying family			Average price paid	
	Volume	Share of market	Number	Average size : per month	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents	Cents
FROZEN CONCENTRATED JUICES											
Orange	July : 1963	July : 1962	: Change : 1963 : 1962	July : 1963 : 1962	July : 1963 : 1962	July : 1963 : 1962	July : 1963 : 1962	July : 1963 : 1962	July : 1963 : 1962	Unit : 1963 : 1962	Unit : 1963 : 1962
Miscellaneous											
Total											
CHILLED ORANGE JUICE											
	1,000 gals.	1,000 gals.									
	gals.	gals.	Pct.	Pct.	Pct.	Pct.	No.	No.	No.	No.	No.
	5,543	445	20.8	36.1	19.3	27.2	2.0	1.5	18.0	36.6	47.7
	903	772	+17	6.2	5.0	---	---	---	---	---	6
	6,315	-37	27.0	41.1	---	---	---	---	---	---	20.3
											17.7
											4.2
CANNED SINGLE-STRENGTH JUICES:											
Orange		cases 2/	1,000 cases 2/								
Grapefruit		592	-21	2.7	3.2	4.7	5.1	1.6	1.7	48.4	53.4
Pineapple		685	-5	3.8	3.8	5.1	4.9	1.6	1.5	62.3	75.5
	1,252	1,020	+23	7.2	5.6	10.0	8.0	1.7	1.4	73.4	73.0
Prune											
Tomato											
Miscellaneous											
Total											
CANNED SINGLE-STRENGTH FRUIT DRINKS:											
Orange											
Pineapple-grapefruit		1,504	741	445	6.2	4.0	7.5	5.2	1.4	81.6	78.5
Miscellaneous		3,025	1,253	120	8.7	6.9	9.6	8.0	1.5	82.0	90.3
Total		5,600	4,054	447	17.4	11.3	19.0	14.5	1.8	69.3	66.4
TOTAL JUICES & DRINKS 3/											
	17,338	18,227	-5	100.0	100.0	---	---	---	---	74.7	74.5
CANNED GRAPEFRUIT SECTIONS											
	204	232	-12	---	---	3.4	3.7	1.5	1.4	35.3	39.3
REFRIGERATED PRODUCTS:											
Orange & grapefruit sec.		1,000 gals.	1,000 gals.								
Grapefruit sections		68	---	---	---	0.3	---	1.7	---	28.0	48.6
Other citrus salads		---	---	---	---	---	---	1.3	---	23.3	29.3
Total		75	---	---	---	6	---	1.5	---	25.3	37.2
FRESH CITRUS FRUIT: 4/											
Oranges		doz.	doz.								
Grapefruit		12,232	14,214	-14	---	14.3	14.8	1.7	1.8	11.2	12.2
		1,669	54	---	---	3.2	5.4	1.5	1.6	3.4	4.4

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data are for July 1960. * Per 6-ounce serving.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

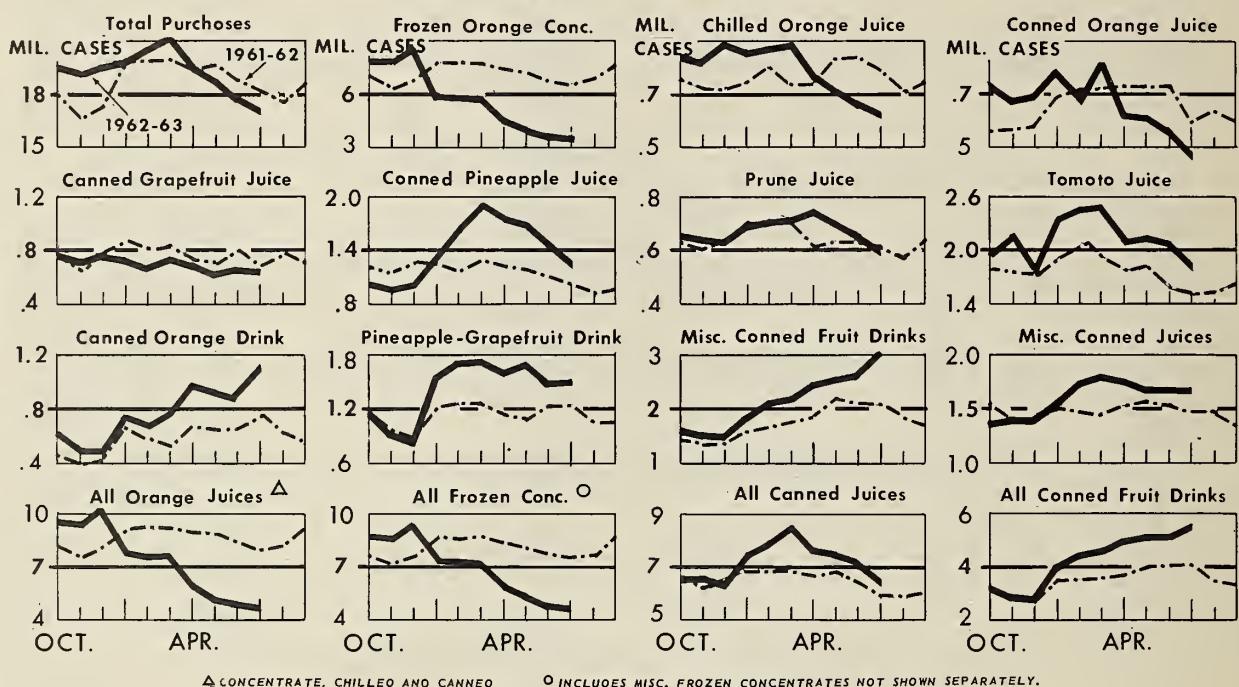


Figure 11

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

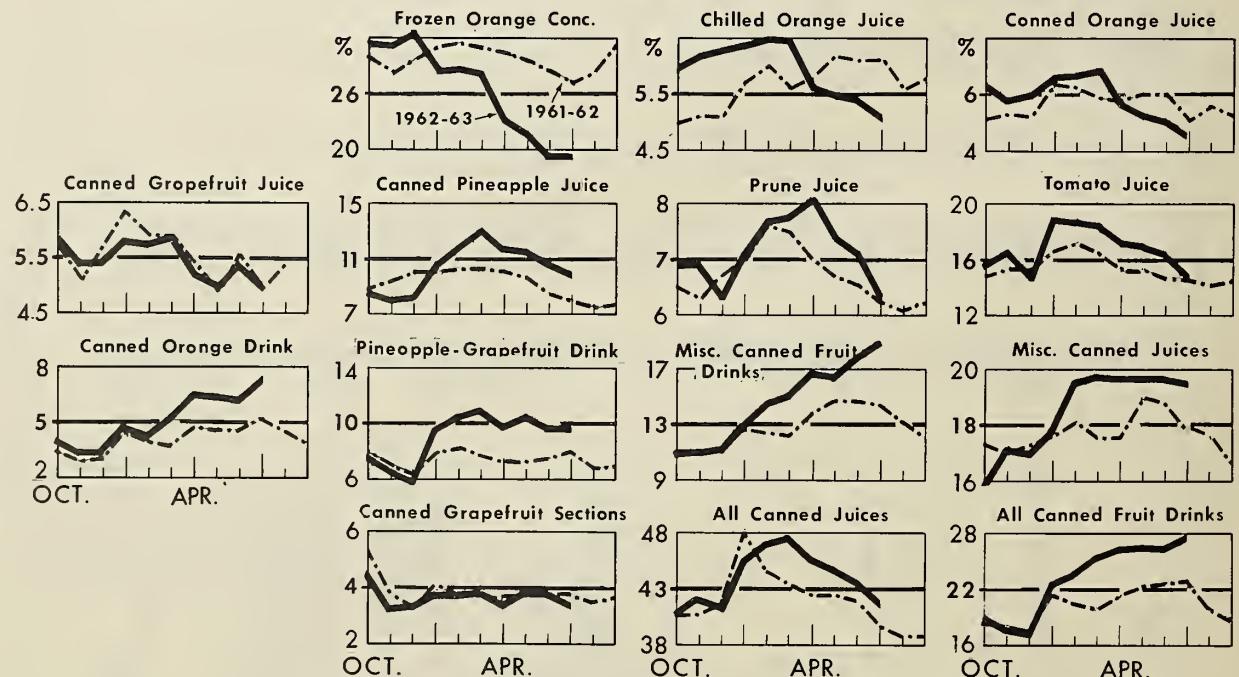


Figure 12

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NEG. ERS 1188

ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

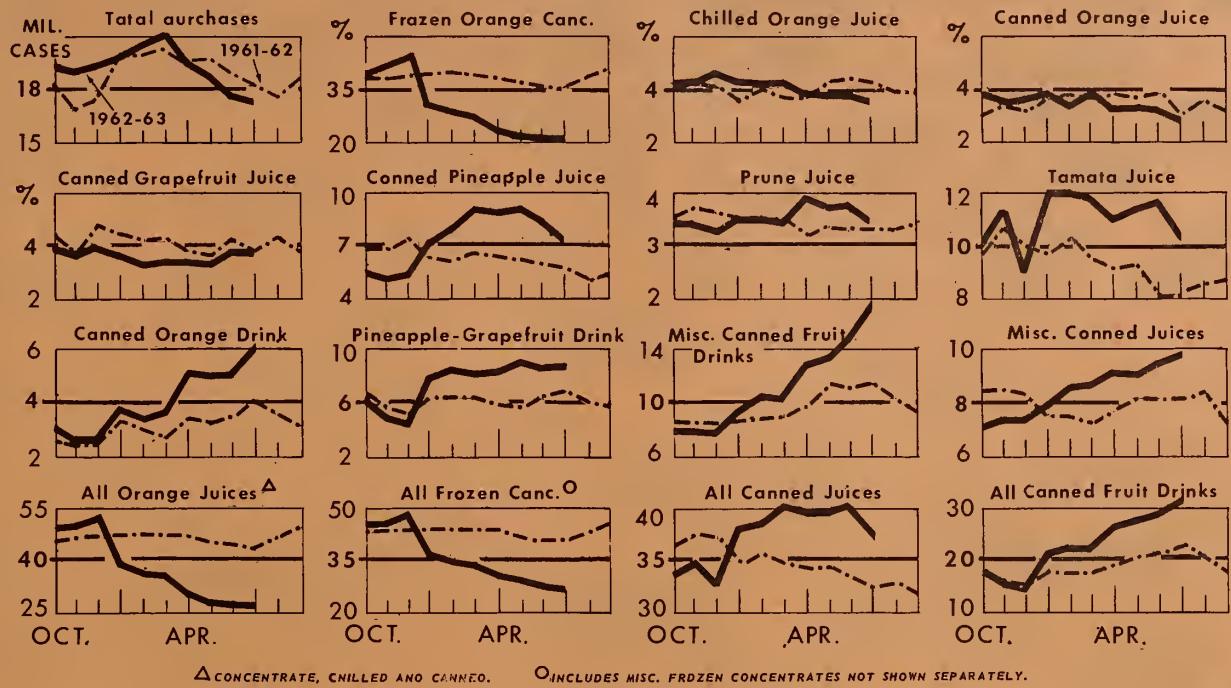


Figure 13

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

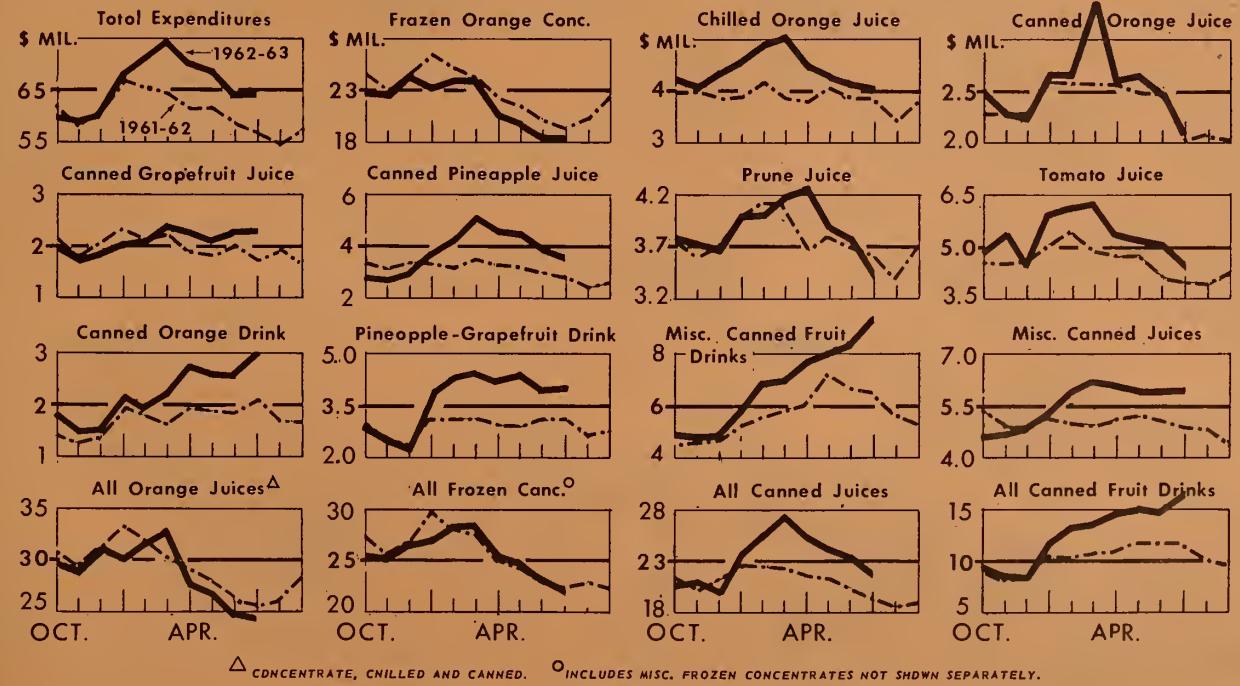


Figure 14

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